

HP AND AVAYA UNIFIED COMMUNICATIONS

An AllianceONE solutions brief



REAL-LIFE EXAMPLES OF CUSTOMER SUCCESS WITH AVAYA SOLUTIONS

UC solutions based on Avaya Aura technologies have delivered substantial economic benefits to a variety of enterprises, including:

- A pipeline equipment manufacturer wanted to streamline communication among its 65 locations worldwide; a data network and telephony solution supplied by alliance partners HP and Avaya delivered a wide range of business benefits, including a full return on investment within 36 months.
- A global bank realized carrier cost savings of more than \$1 million USD per month and payback in less than a year.
- A high-tech manufacturing enterprise is expecting \$20 million USD in savings of reduced infrastructure and licensing and eliminating carrier post routes.
- A global consulting firm achieved \$10 million USD a year in travel cost reduction and more than \$500,000 USD per month in international mobile calling cost savings.

Preparing for the next era of enterprise communications

Today's enterprises face ongoing challenges to grow their business by improving how they communicate, collaborate, and innovate. Executives can put their businesses in a stronger competitive mode by revisiting how they implement and use their communication resources. Many organizations have begun moving into the next era of cost-efficient enterprise communications—one that unifies the management of multivendor solutions, centralizes applications, enables greater scalability, and increases the features and services available to users, regardless of location or network. But as organizations try to take advantage of the latest network and communication technologies, they often encounter deployment, management, and security issues.

An *InformationWeek* study¹ showed that on average 70 percent of IT budgets are dedicated to operations and maintenance (e.g., keeping the lights on), which leaves less than 30 percent to invest in business-critical innovation. These environments often consist of complex, multivendor, proprietary solutions that inhibit the development of a unified, integrated network of hardware, applications, and management tools. HP and Avaya unified communications (UC) solutions offer customers a better alternative. HP and Avaya are partners in the HP AllianceONE program, which creates market-leading, pre-tested, and certified solutions designed to reduce cost and disruption by leveraging existing IT investments.

HP and Avaya UC solutions promote business growth

HP and Avaya unified communications solutions enable and simplify UC applications while relieving the strain on IT resources and budget. The combination of Avaya unified communications software applications and HP networking solutions preserves existing investments and simplifies management. As a result, organizations are better positioned to accelerate their business growth by increasing efficiency, lowering costs, and reducing risk.

Low TCO and high ROI

According to a study by market research firm IDC², HP networking solutions reduce the total cost of networking by 66 percent. According to Nemertes Research, Avaya solutions require 80 percent less hardware than solutions from its two largest competitors, and they deliver the lowest three-year total cost of ownership (TCO) on average compared with the competitors³. Plus, with these HP and Avaya solutions, there are no hidden lock-ins. Organizations are able to avoid the trade-offs usually required when they choose between limited and restrictive single-vendor solutions and hard-to-manage multivendor approaches. As Gartner Research notes, adding a second vendor can reduce TCO by 15 to 25 percent over five years⁴. Also, many HP networking solutions come with the HP lifetime hardware warranty.

Investment protection

HP and Avaya UC solutions are secure, reliable, and based on open standards, offering the type of flexibility and scalability that enterprises need. These end-to-end solutions are also fully tested for interoperability through the Avaya DevConnect program.

Improved competitiveness

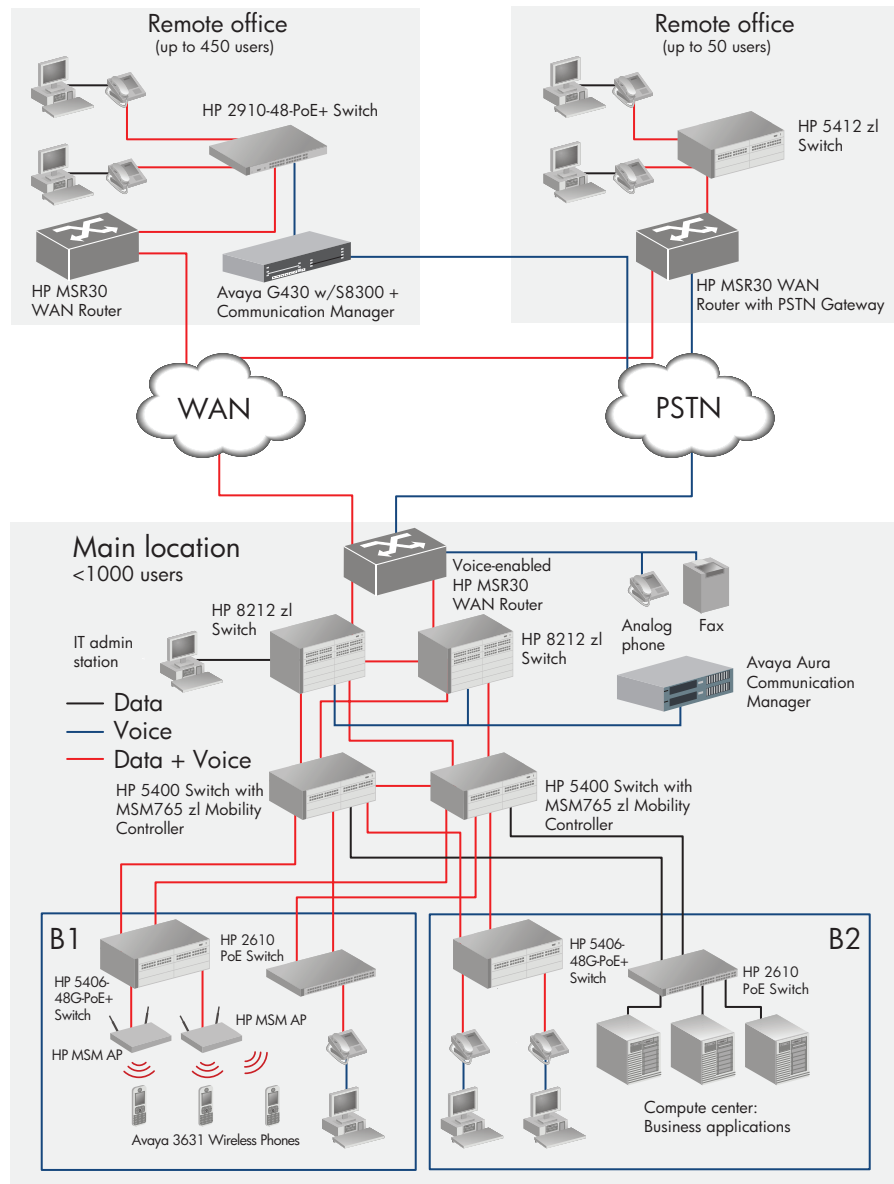
By delivering consistent communications regardless of location and according to workgroup needs, HP and Avaya UC solutions enable increased productivity for mobile users and telecommuters, as well as for users in the workplace and branch offices. In addition to providing the foundation on which to quickly deploy emerging applications and services, the combined solutions promote faster response times and better customer outreach—increasing revenue opportunities across multichannel, multimedia customer contacts. All solutions can be integrated with Microsoft® Lync (formerly OCS), IBM Lotus Sametime, and Lotus Notes.

¹ 2009 *InformationWeek* Analytics survey of "InformationWeek 500 executives"

² IDC, "ROI of a Complete Networking Portfolio," September 2010

³ Nemertes Research, 2011, DN1375

⁴ Gartner, "Debunking the Myth of the Single-Vendor Network," Mark Fabbri/Debra Curtis, November 2010



HP and Avaya UC solutions

HP and Avaya have engineered multiple solutions, including ones for the virtualized data center, branch office, small business, and remote and mobile workers. These unified communications solutions are designed to meet an organization's enterprise communication challenges. They interoperate with existing infrastructure and are ready for future UC requirements. We highlight the solutions as follows:

- The HP and Avaya UC interoperable solution for the enterprise, midmarket, and branch
- The HP and Avaya UC integrated solution for the enterprise and midmarket
- The HP and Avaya IP Office solution for small businesses

HP and Avaya UC integrated solution for enterprise and midmarket customers

The HP and Avaya UC integrated solution is our newest offering. It consists of the HP Services z1 Module (HP 5400 z1 and 8200 z1 switch series products) with Avaya Aura® Session Border Controller (SBC) powered by Acme Packet, Inc. By consolidating equipment, centralizing services, and simplifying network management and maintenance, organizations can reap savings from simplified deployment and management and a modular design that saves space and reduces maintenance. This solution is ideal for any size customer environment, including branch offices. The Avaya component includes the Avaya Aura Session Manager and Communication Manager, which integrates and interoperates with HP switching solutions and new or existing Avaya Aura environments.

The HP and Avaya UC integrated solution reduces complexity, enhances security in Session Initiation Protocol (SIP) trunk deployments, improves productivity, and enables robust communications management—all without putting undue stress on an organization's budget.

Hardware

- HP Services zl Module for use in HP 5412 zl, 5406 zl, 8206 zl, or 8212 zl Switch chassis
- High-performance processor system: Intel® Core™ 2 Duo T9400 Processor @ 2.53 GHz, 4 MB cache provides a high-performance compute environment designed for a dual switch slot

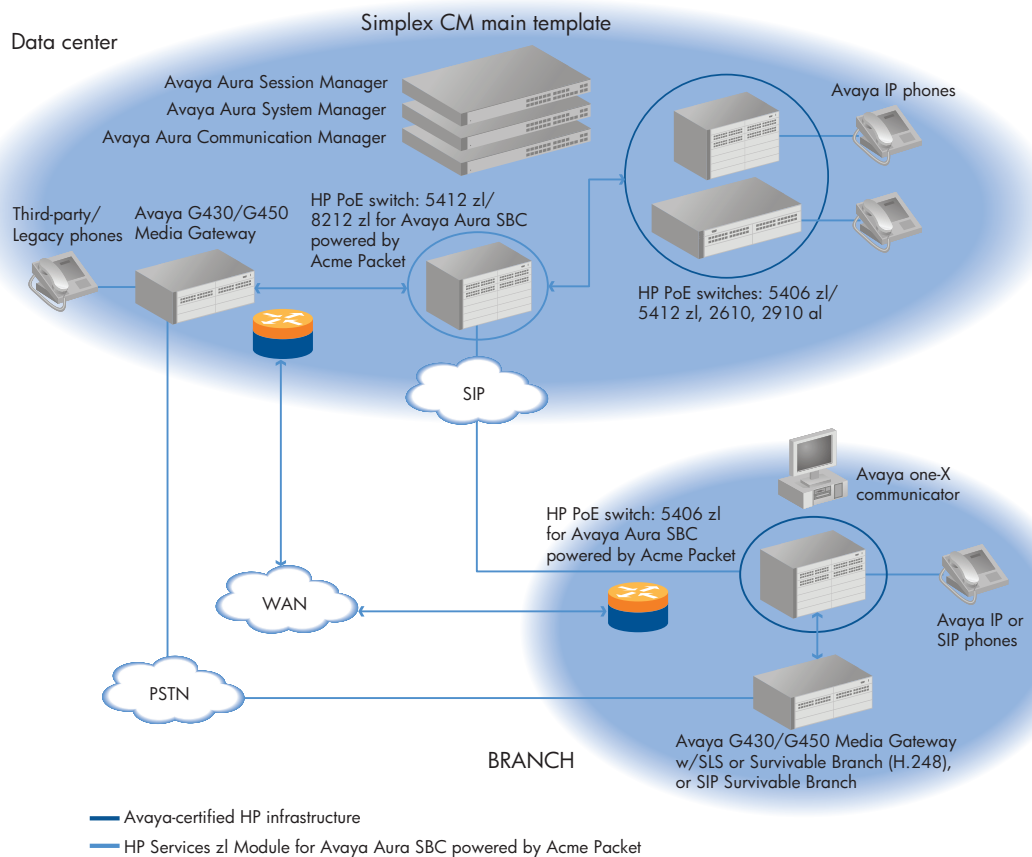
- Memory subsystems: 8 GB of DDR3-1066 dual-channel memory enables fast application performance
- Disk drive: 500 GB SATA II 7,200 rpm hard disk drive allows quick data read/writes to enhance application performance
- Session capacity: scales to 350 simultaneous voice sessions

Software

- Avaya Aura System Platform
- Avaya Aura Session Border Controller powered by Acme Packet, Inc.

HP and Avaya UC integrated solution example diagram

Large enterprise, SIP trunking at data center and branch >1,000 total users; 20 branches with approximately 75 users per branch



HP and Avaya interoperable solution for the enterprise, midmarket, and branch

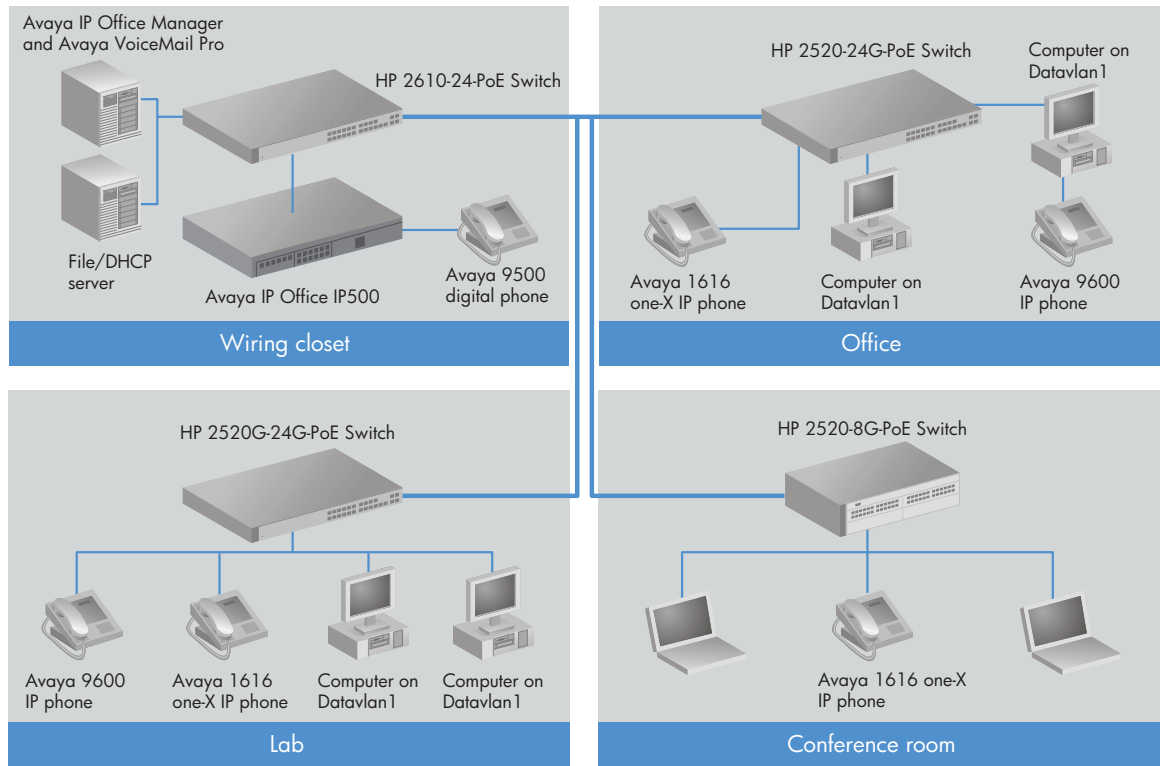
The HP and Avaya interoperable solution provides customers with an easy-to-manage, converged solution for voice and data. The solution consists of Avaya Aura communications software on HP hardware. Selected HP networking products are tested for interoperability with Avaya Aura as part of the Avaya DevConnect program.

Hardware

- HP 8200 zl, 5400 zl, 3500, 2900, 2610 series switches
- HP secure wired and wireless networking solutions
- Avaya gateways and IP telephones

Software

- Avaya Aura Communication Manager Standard or Enterprise Edition
- Avaya one-X® unified communication applications
- Modular Messaging
- Contact Center applications



HP and Avaya IP Office solution for small businesses

The HP and Avaya IP Office solution for small businesses is interoperable, affordable, and easy to implement and maintain without having to rely on IT personnel assistance.

Hardware

- HP 2520 switch series
- Avaya 1600 and 9600 series IP telephones
- Avaya IP Office (IP500)

Software

- Avaya IP Office Manager and Avaya VoiceMail Pro
- HP PCM+ 3.0 management software



Solution components description

HP AllianceONE Services zl Module series

The HP AllianceONE Services zl Module series includes platforms designed for HP networking zl chassis and allows networking applications integrated with the switch to offer optimized performance. The HP AllianceONE Services zl Module series is based on x86 server modules that provide two 10-GbE network links into the switch backplane. Coupled with HP networking tested services and applications that can take advantage of a switch-targeted application programming interface (API), this series creates a virtual appliance within a zl switch slot to provide solutions for business needs. These include network security, UC, mobility, infrastructure, and more.

Avaya Aura

Avaya Aura is the core communications platform supporting unified communications and contact center solutions for midsize to large enterprises. It extends Communication Manager and enables SIP-based session management with innovative capabilities.

Leveraging a revolutionary SIP architecture and virtualization technology, Avaya Aura simplifies complex networks and reduces infrastructure costs. Employees at any location can be connected regardless of the infrastructure on which the endpoints reside.

Avaya Aura enables faster and easier deployment of communications capabilities such as voice, video, messaging, and presence. Productivity and business agility can increase as a result.

Avaya Aura Session Manager

Avaya Aura Session Manager is a SIP routing and integration tool and the core component of the Avaya Aura solution. Session Manager integrates all of the SIP entities across the entire enterprise network. It offers a new perspective on enterprise communication where individual locations are no longer managed as separate units within the enterprise. Each location, branch, and application is viewed and managed as part of the overall enterprise.

Session Manager enables distributed SIP-based system solutions featuring multivendor integration, centralized dial plans and user profiles, centralized SIP trunking, easier “on-net” call routing, and greatly enhanced SIP scalability and security. This enhanced architectural flexibility allows enterprises to significantly reduce telecommunications and management costs, lower their TCO, and increase business agility by being able to more rapidly deploy appropriate UC capabilities to different, geographically dispersed user groups.

Session Manager integrates through SIP with a broad range of Avaya SIP-ready applications. These include Communication Manager, Meeting Exchange, Voice Portal, Presence Services, Avaya Integrated Management, and Modular Messaging. Session Manager connects Communication Manager as a feature (SIP) server and both Avaya enterprise PBXs and small-key PBX systems within branch offices, third-party PBXs, gateways, service providers, SIP-enabled adjuncts, and SIP telephones. It also integrates locations and applications.

Services from HP

HP offers the following optional services for each HP and Avaya UC solution:

- HP Network Assessments for UC
- HP Architecture & Design Services for Converged Networks
- HP Integration & Deployment Services for UC
- HP Integration & Deployment Services for Avaya Aura
- HP Support Services for Avaya Aura

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions, and related services to companies of all sizes around the world. For more information, please visit www.avaya.com.

About HP Networking

Delivering a powerful portfolio of wired, wireless, network management, and security solutions, HP offers a standards-based, secured, and highly reliable end-to-end networking portfolio from the edge to the core. In addition, as the only company to offer servers, storage, networking, and services, HP is uniquely positioned to deliver greater value via its Converged Infrastructure vision to midsize and enterprise customers.

HP's innovative, unified, wired and wireless FlexNetwork solutions allow businesses to break free from proprietary networking systems while adopting open standards-based solutions, enabling simplicity, agility, and reduced costs.

Why HP and Avaya UC solutions?

HP and Avaya solutions are designed to enable unified communications and collaboration applications without increasing networking complexity and related IT resource and budget requirements. HP and Avaya, working together as partners in the AllianceONE program, are committed to helping organizations accelerate their business growth by increasing efficiency, lowering costs, and reducing risk. As a DevConnect Technology Partner, HP offers end-to-end unified communications solutions and services designed to meet customers' enterprise communications needs.

By implementing HP and Avaya UC solutions, organizations can:

- Dramatically reduce their voice and data operating expenses and achieve their ROI in 6 to 12 months
- Reduce the need for in-house communications expertise so they can focus on their core business
- Provide compelling unified communications and collaboration tools any time, any place, via any device
- Integrate with other UC and IT technologies

Avaya DevConnect

The Avaya DevConnect Program promotes the development, compliance-testing, and co-marketing of innovative solutions. Through the DevConnect program, HP networking products are rigorously tested for interoperability and performance with a broad spectrum of Avaya solutions. This testing process gives Avaya and HP the ability to offer solutions that are easy to maintain and support.

HP is a member of the Avaya DevConnect program, which tests solutions for interoperability and enables businesses to:

- Confidently add capabilities to their network without having to replace their existing infrastructure
- Accelerate deployment of new applications
- Reduce network complexity and implementation costs

To learn more, please visit: www.avaya.com/devconnect

To learn more

For more information about HP and Avaya UC solutions, please contact your HP sales representative or visit: www.hp.com/go/networking

AVAYA

The Power of We™

Share with colleagues



Get connected

www.hp.com/go/getconnected

Get the insider view on tech trends, alerts, and HP solutions for better business outcomes

© Copyright 2009, 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Avaya, Avaya logo, Avaya Aura, and Avaya one-X are trademarks of Avaya Inc. and are registered in the United States and other countries. Intel and Core are trademarks of Intel Corporation in the U.S. and other countries. Microsoft is a U.S. registered trademark of Microsoft Corporation.

4AA2-4052ENW, Created January 2009; Updated January 2012, Rev. 1

